

How RheinEnergie was able to attract a **younger customer audience through Shared Mobility**





Wunder Mobility | *rhingo*

As a municipal energy supplier, RheinEnergie has long been a pioneer in electromobility. RheinEnergie has been expanding the charging infrastructure in Cologne for years with great commitment through its partner company TankE.

On-site climate-friendly electromobility makes an important contribution to environmental and climate protection. And this contribution will continue to grow in the coming years - also thanks to public funding for the purchase of e-cars and the expansion of the charging infrastructure in Germany.

It was therefore only natural for RheinEnergie to offer the people of Cologne an additional option for climate-friendly urban mobility with their e-scooter sharing service rhingo.

The service, which consists of 400 e-scooters in Cologne's inner city area, appeals to a younger audience and makes an important contribution to environmental and climate protection.



Shared Mobility - Reaching a younger target group with sustain- able mobility



Through looking at the usage patterns of the scooters, the rhingo team was able to identify where the scooters were rented and parked again. The patterns matched with a younger audience based on what was available in the surrounding area, for example, proximity to the university or recreational offerings.

This behavior is consistent with what we know about user groups: That sharing services like rhingo naturally appeal to a younger audience. Younger people are more

flexible, often because they don't have their own car and would see it as a burden in the city. In general, younger people are also more engaged with crucial issues such as climate change and sustainability, and see them as an important consideration in their daily actions.

From these results, it can be concluded that the shared mobility offer promotes mobility among younger people in Cologne - which is also in line with rhingo's goals.

As an energy supplier and service provider, we are always on the lookout for new areas of business. With the help of Wunder Mobility we were able to easily get our shared mobility offer "rhingo" up and running and tailor it to our younger target group by offering, for example, student discounts.

Sabine Krause, RheinEnergie Project manager for rhingo

Wunder Mobility

- Your Partner for Shared Mobility

By partnering with Wunder Mobility and leveraging our robust and state-of-the-art shared mobility platform, the rhingo team was able to easily launch and strategically manage the operation of their electric fleet.



Fully automated e-scooter booking processes



Environmentally friendly and CO2-free offer of e-scooters



Handling of B2C cases and student discounts to open new markets



Overview of fleet, customers and payment processes

Start and scale your shared mobility business today

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